



## The only way is up!

**2011 CEASEA and Nielsen data has shown record growth figures for Out-of-Home (OOH), despite a decline in total advertising expenditure nationally. OOH also hit a high note with its top 25 advertisers spending an estimated \$212.3 M last year, or 2.1 cents of every ad dollar spent in Australia.\* This bodes well for our channel despite these uncertain times in adland.**

The CEASA (Commercial Economic Advisory Service of Australia) results for OOH showed:

- OOH share grew to 4.6% in 2011 from 4.4% in 2010.<sup>1</sup>
- The only other channel to have higher growth was Online.<sup>2</sup>

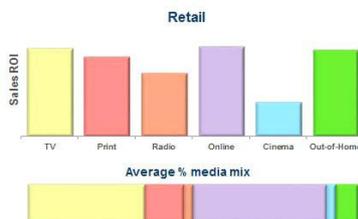
Nielsen also released its list of the Top 25 Advertisers across the board and for each of the channels. The Top 25 Advertisers for OOH represented 39 cents for every dollar spent on OOH – one of the highest levels within a channel.

The top advertisers that spent over 20% in OOH include:

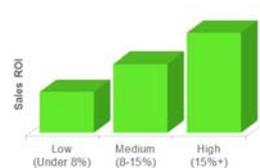
- Fosters Group (38.2%)
- Coca Cola Amatil (36%)
- Lion Nathan National Foods (24.9%)
- Paramount Pictures (24.3%)
- Virgin Australia Airlines P/L (22.5%)

OOH's Top 25 Advertisers spend 7.3% of their budgets on average on OOH. However for many retail and consumer goods companies, the share allocated to OOH is considerably less. Retailers are missing an

**OOH is highly effective in Retail despite under represented in budget**



**Higher Proportion of budget spend on OOH Increases ROI**



opportunity in OOH, as our **Brandscience research** shows that it is one of the best mediums at delivering an ROI for retail campaigns. OOH delivers the third best ROI for retail campaigns (above left), despite the low share of spend.

It's encouraging to see OOH's growth, as advertisers use it more frequently on their schedules and big brands continue to increase spend in our sector.

\* Nielsen report 2011 1 Classified for Print and Online not included 2 Impressive considering the combined CEASA and Nielsen results for the total market

## OOH – bang on trend

Out-of-Home (OOH) is aboard the SoLoMo (Social Local Mobile) revolution. Engaging OOH campaigns that utilise social media and target audiences in specific locations (such as the bus stop and train platform) via mobile devices are becoming the norm. OOH has embraced SoLoMo, and is providing advertisers more opportunities to reach their customers like never before.

Facebook Founder Mark Zuckerberg said “social commerce will be the next area to really blow up.” SoLoMo, an extension of social commerce, is selling a product using social platforms with the added advantage of a mobile device and targeted location. Advertisers using OOH are applying SoLoMo as well as capitalising on the fact that the “Lo” (location) is already provided.

Consumer behavior Theorist Malcom Gladwell exposed the theory of cumulative advantage, where word of mouth can turn brands into social epidemics, thanks to influential groups who have the power to make ideas popular. Social media has allowed this influence to spread further, and generate recommendations to influence path to purchase, especially when used in OOH. Recent research conducted in Europe showed that 32% of smartphone owners go online to research more about a brand, and 20% of people purchase a product as the result of seeing it on OOH. This shows that OOH is reaching people via SoLoMo, but also driving path to purchase.



Locally, JCDecaux's Continental Soup dispenser encouraged people to call the number on the panel to receive a free sample of their latest Sensations Cup-a-Soup range. EYE's use of 'Like' for Lipton Ice Tea on Facebook when people held their mobile phones over the QR code on the panel is another example of how SoLoMo is being used in OOH. But this is only the beginning, giving consumers access to brands and content is surely the growing future trend. We are there at the coalface making this happen.

## Around the world in OOH



**Country:** India  
**Population:** 1.22 billion  
**Growth rate:** 8.2%  
**Interesting stats:**

- Telecoms, financial services, entertainment & media and FMCG constitute approximately 75% of Out-of-Home (OOH) advertising.
- OOH is predominantly occupied by billboards, street furniture and transit mediums – billboards having the highest usage with 60%.
- OOH is traditionally known as the “local” means of advertising, due to the language and cultural diversity.
- India's capital New Dehli has the largest amount of OOH, targeting public transport users via the train, which carries over 8 million people everyday.



# Making an appearance

## Mumbrella 360 – 6 & 7 June

Radio host Jason “Jabba” Davis will mediate, and advertisers will argue – time for Mumbrella360’s Battle of the Media to begin! The annual conference will showcase JCDecaux’s Steve O’Connor flying the flag for Out-of-Home (OOH), up against the likes of Newspapers, Print, Online, Cinema and Direct Mail. We got to second round last year, and we’ve been training hard so watch out other mediums – OOH is coming to get you!



## Canada wins thrice at 2012 OBIE Awards – 3 May

The OAAA’s OBIE Award winners were announced 3 May, with three Canadian agencies picking up a gong. Leo Burnett claimed the awards in the International category for the ‘James Ready Fall Campaign’ – a Gold in the Multi-Format and two Silvers in the Traditional Billboard and Street Furniture/Transit/Alternative campaigns. The campaign leveraged multiple OOH formats, providing discounts to consumers on everyday costs so that they could spend their savings on James Ready Beer. Zulu Alpha Kilo claimed Gold in the International – Multi-Format category for the ‘People for Good’ campaign, which incorporated humorous copy in bold font, encouraging people to be kind to one another. Agency59 took home a Silver OBIE in the International – Multi-Format campaign for their work on the Gay Lea Foods, Nordica Cottage Cheese ‘Anything Goes’ campaign. This creative effectively engaged consumers and illustrated the many foods that are great paired with cottage cheese.



# Getting to know you – Claude Outdoor



Claude Outdoor is a division of Claude Group, formerly Claude Neon, established in Australia in 1921. It began in 1987 with the introduction of IdentiLites in South Africa, thanks to Brian Pretorius, Claude Outdoor’s first General Manager. After three years the first IdentiLite was installed in Toowoomba, Rockhampton, Cairns and Townsville. Today there are over 80 council areas that Claude Outdoor provide IdentiLites to, including IdentiLite illuminated street name signs, bus shelters and seats. They also have a number of billboard locations on the Eastern Seaboard. Claude Outdoor has offices in Port Macquarie, Brisbane and Perth, with Head Office in Sydney. They have won numerous awards such as the Australian Design Awards and awards for service to the community, which complements their support for St Vincent de Paul with the annual Charity Ball and CEO Sleep Out.

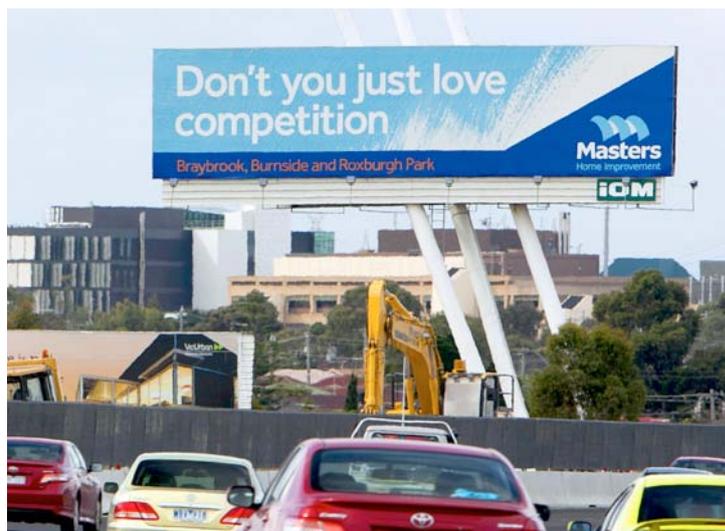
Visit their website [here](#)

## Out there – Local



### Should've gone to spec savers

Adshel bus shelters showcasing the latest “Should’ve gone to Specsavers” campaign cleverly highlights how poor vision can make daily tasks more challenging. Posters were printed to appear as though someone on the other side had mistaken the bus shelter for another similarly shaped object in the city – a vending machine, an ATM, and a door. John Mescall, ECD at McCann Australia & New Zealand said “Outdoor is a great medium for Specsavers, as this is exactly where poor eyesight can lead you astray.”



### Masters strikes again!

This striking creative from Masters is an excellent example of a strong and powerful branding campaign with a clear consumer message. This particular billboard is located on the Western Ring Road, Ardeer on one of iOM's Spectacular sites, ensuring fantastic exposure and high daily reach and frequency figures.

## Out there – International

### Lightweight shoes

To launch international brand Rockport's truWALKzero shoe, performance artist Johan Lorbeer undertook a memorable outdoor stunt in the middle of New York. Although appearing to float weightlessly next to the billboard, a metal brace was attached to a fake hand on the wall which the artist held onto, metres above the crowd below.

The stunt was designed to illustrate the lightweight and flexible nature of the shoe.

Click [here](#) to watch the video.



### Shock Value

Out-of-Home (OOH) can be powerful stuff, as shown in this radical voting campaign. Tunisian NGO Engagement Citoyen (a group of Tunisian citizens that work to raise political participation through education and targeted programs) erected an enormous poster of ex-dictator Ben Ali in the Tunisian capital of La Goulette. The campaign's desired effect to inspire shock and anger in passersby was achieved, as citizens came together to tear the image down, only to discover the message, "Beware, dictatorship can return. On Oct 23, VOTE." Click [here](#) to watch the video.

